

ABSTRACT OF THE DISCLOSURE

In a customer information management system a customer coming to a shop is image-sensed with a camera and the image information is used to automatically determine an attribute of the customer. Furthermore the image information is also referred to to count how often the customer comes to the shop, to determine whether the customer is a regular customer or a new customer. Furthermore there is also recorded information of customers leaving the shop without buying anything. Thus a customer attribute can automatically be determined and information can be improved in reliability, and a marketing strategy considering how often customers come to the shop, a marketing strategy for non-purchasers, and other similar strategies can also be developed.